



## **ORDER**

## Flight Dates 10/16/12-10/22/12

<u>Order Sep</u> 00:05:00

Product Estimate # 1194

Contract / Revision 299978 / Democratic Congressional Campai Alt Order #

<u>Original Date / Revision</u> Agency Com 15% <u>Billing Type</u> Cash

06/07/12 09/25/12 Billing Contact Order Type GENERAL

Advertiser DCCC Billing Cycle EOM/EOC

1010 Wisconsin Avenue NW - Suite Billing Calendar BROADCAST

Washington, DC 20007

Agency Great American Media

Demographic A25-54

Buying Contact

Calca Office TWORD

Rev Codes

Pol POL PARTY

Sales Office EWSDC Product Codes PL
Sales Region NAT Priority P-3

1010 Wisconsin Avenue NW - Suite

Washington, DC 20007

Agency Ref 2

Advertiser Ref

## Primary Account Executive

Dave Lombardo

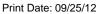
Account Executive	Order%	Start Date	End Date	
Dave Lombardo	100%			
Tanya Winscott	%			

Order Share %	Market Value	
Competing Station	% of Order	Amount
CABLE	%	
KASW	%	
KDRX	%	
KPHO	%	
KPNX	%	
KPPX	%	
KSAZ	%	
KTVK	%	
KTVW	%	
KUSK	%	
KUTP	%	
UNKWN	100%	

Order Totals Billing Plan

Month	# of Spots	Net Amount (	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount G	ross Amount
October 2012	85	\$56,121.25	\$66,025.00	0.00	10/01/12	10/22/12	85	\$56,121.25	\$66,025.00
Totals	85	\$56,121.25	\$66,025.00	0.00					

									Tota	als
Ln Ch Start End	Inventory Code	e Break	Start/End	Time Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 KNXV 10/16/12 10/19	12 M-F 5-6am M-F 5-6am	CM	5am-6am	- TWГF	:30	3	\$125.00 P-3	0.00 NM	3	\$375.00
Start Date End Date Week: 10/15/12 10/21/1		Spots/Week 3	Rate \$125.00	Rating 0.00						
E 2 KNXV 10/16/12 10/19	12 M-F 6-7am M-F 6-7am	СМ	6am-7am	- TWF	:30	3	\$400.00 P-2	0.00 NM	3	\$1,200.00
Start Date         End Date           Week: 10/15/12         10/21/1	<del></del>	Spots/Week 3	Rate \$400.00	Rating 0.00						
E 3 KNXV 10/16/12 10/22	12	CM	7am-9am	MTWTF	:30	2	\$400.00 P-2	0.00 NM	5	\$2,000.00





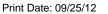


<u>Contract / Revision</u> 299978 <u>Flight Dates</u> 10/16/12-10/22/12 <u>Hiatus Dates</u>

<u>Original Date / Revision</u> 06/07/12/ 09/25/12 <u>Order Sep</u> 00:05:00

Advertiser DCCC Product Democratic Congressional (Estimate # 1194

Ln Ch S	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Spo	ots	Rate Pri	Rtg Type	Tota Spots	als Amount
			M-F 7-9am			,	·			<u> </u>		
Start D	ate	End Date	M-F 7-9am Weekdays	Spots/Week	Rate	Rating				1	ı	
Week: 10/15/		10/21/12	- TWTF	4	\$400.00	0.00						
Week: 10/22/	12	10/28/12	M	1	\$400.00	0.00						
E 4 KNXV 10	)/16/12	2 10/22/12	M-F 430-5am M-F 430am News	CM S	430-5am	МГЖГБ	:30	4	\$50.00 P-3	0.00 NM	5	\$250.00
Start D		End Date	Weekdays	Spots/Week	Rate	<u>Rating</u>						
Week: 10/15/ Week: 10/22/		10/21/12 10/28/12	- ТWГF M	4	\$50.00 \$50.00	0.00 0.00				-		
E 5 KNXV 10				CM	6am-7am	S	:30	2	\$200.00 P-3	0.00 NM	2	\$400.00
L 5 KIVAV 10	//	. 10/21/12	Su 6-7am Good N	_	oam-ram	5	.50	2	φ200.001 -3	O.OO INIVI		Ψ400.00
Start D	ate	End Date	Weekdays	Spots/Week	Rate	Rating				ļ		
Week: 10/15/		10/21/12	S	2	\$200.00	0.00						
E 6 KNXV 10	)/16/12	2 10/22/12	M-F 10am-11am The View	СМ	10am-11am	МГЖГБ	:30	4	\$400.00 P-6	0.00 NM	6	\$2,400.00
Start D		End Date	Weekdays	Spots/Week	Rate	<u>Rating</u>						
Week: 10/15/ Week: 10/22/		10/21/12 10/28/12	- ТWГF M	5 1	\$400.00 \$400.00	0.00 0.00				-		
E 7 KNXV 10			M-F 11am-12pm	CM	11am-12pm	MTWTF	:30	4	\$200.00 P-6	0.00 NM	5	\$1,000.00
2 / 140/4	,, 10, 12	10/22/12	Right This Minute		11am 12pm		.00	•	Ψ200.001 0	0.00 11111	J	ψ1,000.00
Start D		End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/15/		10/21/12	- TWTF	4	\$200.00	0.00						
Week: 10/22/		10/28/12	M	1	\$200.00	0.00			<b>#</b> 400 00 <b>D</b> 0	0.00.1114	_	<b>#0</b> 000 00
E 8 KNXV 10			M-F 430pm-5pm The List	CM	430pm-5pm	МГWГF	:30	4	\$400.00 P-3	0.00 NM	5	\$2,000.00
Start D		End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/15/ Week: 10/22/		10/21/12 10/28/12	- ТWГF M	4	\$400.00 \$400.00	0.00 0.00						
			M-F 4pm-430pm		4pm-430pm	МГЖГБ	:30	4	\$500.00 P-3	0.00 NM	5	\$2,500.00
			4PM News									
Start D		End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/15/ Week: 10/22/		10/21/12 10/28/12	- ТWГF M	4	\$500.00 \$500.00	0.00 0.00						
			M-F 5pm-530pm	-	5pm-530pm	MTWTF	:30	4	\$600.00 P-3	0.00 NM	5	\$3,000.00
2 10 14000	,, 10, 12	10/22/12	M-F 5pm-530pm		орин осории	111 1111	.00	•	φοσσ.σσ ι σ	0.00 11111	ı	φο,σσσ.σσ
Start D		End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/15/		10/21/12	- TWTF M	4	\$600.00	0.00						
Week: 10/22/ E11 KNXV 10		10/28/12	ABC World News ABC World News		\$600.00 5:30pm-6:30	0.00 pm MTWTF	:30	4 :	\$1,000.00 P-2	0.00 NM	5	\$5,000.00
Start D	ate	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/15/		10/21/12	- TWTF		\$1,000.00	0.00						
Week: 10/22/	12	10/28/12	M	1	\$1,000.00	0.00						
E12 KNXV 10	)/16/12	2 10/22/12	M-F 6pm-630pm M-F 6pm-630pm	СМ	6pm-630pm	МГWГF	:30	4	\$700.00 P-3	0.00 NM	5	\$3,600.00
Start D		End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/15/		10/21/12	- TWTF	4	\$700.00	0.00	V1-1			D		
Spot Ch Da			escription I-F 6pm-630pm		/End Time	_	<u>Veekdays</u> TWThF	Len	<u>gth</u> <u>Rate</u> :30 <del>(\$700.00)</del>	Rtg Type		
See M			-ι υριπ-υσυριπ	opm	-630pm	-	I WIIIL		.50 <del>(\$700.00)</del>	U.UU IVIVI		
			ge preempt rv 9/6]									
Week: 10/22/		10/28/12	M	1	\$700.00	0.00				ı		





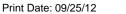


<u>Contract / Revision</u> 299978 <u>Flight Dates</u> 10/16/12-10/22/12 <u>Hiatus Dates</u>

<u>Original Date / Revision</u> 06/07/12/ 09/25/12 <u>Order Sep</u> 00:05:00

Advertiser DCCC Product Democratic Congressional (Estimate # 1194

								Tota	als
Ln Ch Start End	Inventory Code	Break	Start/End Ti	me Days	Len Spo	ts Rate Pri	Rtg Type	Spots	Amount
E 12 KNXV 10/16/12 10/22/12	M-F 6pm-630pm M-F 6pm-630pm	СМ	6pm-630pm	МГWГБ-	- :30	4 \$700.00 P-3	0.00 NM	5	\$3,600.00
Start Date End Date	. <u>— — —                                </u>	Spots/Week	Rate	Rating					
Week: 10/22/12 10/28/12	M	_ 1	\$700.00	0.00					
	<u>Description</u>		t/End Time		Weekdays V		Rtg Type		
10 KNXV 10/22/12-10/28/12	M-F-6pm-630pm	6pm	-630pm		M	:30 <del>(\$700.00)</del>	0.00 <i>NM</i>		
See MG 12.11,12.12	ango proompt ry 0/7	i							
[na due to program cha 11 KNXV 10/22/12-10/22/12	•	I 8p-9	ln.		M	:30 \$750.00	0.00 NM		
MG for 26.5,12.10	Fillie News	op-s	γÞ		IVI	.50 \$750.00	U.UU INIVI		
12 KNXV 10/22/12-10/22/12	Drima Naws	8p-9	)n		M	:30 \$750.00	0.00 NM		
MG for 26.5,12.10	i iiiie ivews	ор-а	<b>,</b> ρ		141	.30 ψ/30.00	0.00 INIVI		
	0 - 4/5 No.	014	4 400- /5 500	nS		4	0.00.004	,	<b>#</b> 500.00
E13 KNXV 10/20/12 10/20/12	Sa 4pm/5pm Nev Sa 4pm/5pm Nev		4-430p/5-530	)pS	5- :30	1 \$500.00 P-2	0.00 NM	1	\$500.00
Start Date End Date		Spots/Week		Rating					
Week: 10/15/12 10/21/12	S-	1	\$500.00	0.00					
E14 KNXV 10/21/12 10/21/12	2 Su 5pm News SU 5pm-530pm I	CM News	5pm-530pm		S :30	1 \$500.00 P-2	0.00 NM	1	\$500.00
Start Date End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/15/12 10/21/12	S	1	\$500.00	0.00					
E 15 KNXV 10/21/12 10/21/12	2 Sunday Prime A AFHV	СМ	6pm-7pm		S :30	2 \$3,000.00 P-3	0.00 NM	2	\$6,000.00
Start Date End Date		Spots/Week	Rate	Rating					
Week: 10/15/12 10/21/12	S		\$3,000.00	0.00					
E 17 KNXV 10/21/12 10/21/12	2 Sunday Prime D Scandal	СМ	9pm-10pm		S :30	2 \$4,000.00 P-3	0.00 NM	2	\$8,000.00
Start Date End Date		Spots/Week	Rate	Rating					
Week: 10/15/12 10/21/12	S		\$4,000.00	0.00					
Spot Ch Date Range	Description		t/End Time		Weekdays	Length Rate	Rtg Type		
2 KNXV 10/15/12-10/21/12	Sunday Prime D	9pm	-10pm		Su				
See MG 17.4									
[Scandal airs on Thurs									
3 KNXV 10/15/12-10/21/12	Sunday Prime D	9pm	-10pm		Su	ı :30 <del>(\$4,000.00)</del>	0.00 NM		
See MG 17.5	da frans 0.40mm :	tala 7/07/40	•						
[Scandal airs on Thurs 4 KNXV 10/15/12-10/21/12					Su	ı :30 \$4,000.00	0.00 NIM		
MG for 17.2 10/21	Suriday Filine D	эрш	-10pm			ι .50 φ4,000.00	U.UU INIVI		
5 KNXV 10/15/12-10/21/12	Sunday Prima D	Onm	-10pm		Su	:30 \$4,000.00	0.00 NIM		
MG for 17.3 10/21	Sunday Filme D	эрш	- торіп			1 .50 \$4,000.00	U.UU INIVI		
E 18 KNXV 10/21/12 10/21/12	•	•	1035pm-110	5pm	S :30	1 \$350.00 P-2	0.00 NM	1	\$350.00
0	ABC15 Sports Su	-	5.	5 .:					
<u>Start Date</u> <u>End Date</u> Week: 10/15/12 10/21/12	Weekdays S	Spots/Week 1	Rate \$350.00	Rating 0.00					
E 19 KNXV 10/16/12 10/22/12	2 M-F 10-1035pm 10pm News	СМ	10pm-1035p	т МГЖГБ-	- :30	4 \$1,000.00 P-3	0.00 NM	5	\$5,000.00
Start Date End Date	•	Spots/Week	Rate	Rating					
Week: 10/15/12 10/21/12	- ТWГF		\$1,000.00	0.00					
Week: 10/22/12 10/28/12	M		\$1,000.00	0.00					
E 20 KNXV 10/16/12 10/22/12	Nightline Nightline	СМ	1035pm-110	2pm MTWTF-	- :30	4 \$450.00 P-3	0.00 NM	5	\$2,250.00
Start Date End Date	· ·	Spots/Week	Rate	Rating					
Week: 10/15/12 10/21/12	- TWTF	4	\$450.00	0.00					







<u>Contract / Revision</u> 299978 <u>Flight Dates</u> 10/16/12-10/22/12 <u>Hiatus Dates</u>

<u>Original Date / Revision</u> 06/07/12/ 09/25/12 <u>Order Sep</u> 00:05:00

Advertiser DCCC Product Democratic Congressional (Estimate # 1194

Ln Ch	Start	End	Inventory Code		Start/End T		•	Len Sp			Rtg Type		Amount
E 20 KNXV	10/16/1	2 10/22/12	Nightline Nightline	СМ	1035pm-110	)2pm MI	VIF	:30	4	\$450.00 P-3	0.00 NM	5	\$2,250.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 10/		10/28/12	M	1	\$450.00	0.00							
E 21 KNXV	10/21/1	2 10/21/12	SU 10-1035pm 10pm News	СМ	10pm-1035p	om	S	:30	1	\$1,000.00 P-3	0.00 NM	1	\$1,000.00
Sta Week: 10/	rt Date 15/12	End Date 10/21/12	Weekdays S	Spots/Week 1	Rate \$1,000.00	Rating 0.00							
E 22 KNXV	10/16/1	2 10/19/12	Jimmy Kimmel Li Kimmel	ve CM	1102pm-120	)6am - T	WTF	:30	3	\$250.00 P-3	0.00 NM	3	\$750.00
Sta Week: 10/	rt Date 15/12	End Date 10/21/12	<u>Weekdays</u> - TWTF	Spots/Week 3	Rate \$250.00	Rating 0.00							
N23 KNXV	10/20/1	2 10/20/12	Sa 6-7am GMA Sa 6-7am Good I	CM Morning	6am-7am		S-	:30	1	\$200.00 P-3	0.00 NM	1	\$200.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 10/		10/21/12	S-	1	\$200.00	0.00							
N24 KNXV	10/16/1	2 10/19/12	M-F 12pm-1pm The Chew	СМ	12pm-1pm	- T	WTF	:30	1	\$350.00 P-6	0.00 NM	1	\$350.00
Sta Week: 10/	rt Date 15/12	End Date 10/21/12	<u>Weekdays</u> - TWTF	Spots/Week 1	Rate \$350.00	Rating 0.00							
N25 KNXV	10/21/1	2 10/21/12	ABC World News	•	458p-5pm		S	:30	1	\$1,000.00 P-2	0.00 NM	1	\$1,000.00
Sta Week: 10/	rt Date	End Date 10/21/12	Weekdays S	Spots/Week	Rate \$1,000.00	Rating 0.00							
			M-F 630pm-7pm Lets Ask America	СМ	630pm-7pm		WTF	:30	4	\$800.00 P-3	0.00 NM	5	\$3,900.00
Sta Week: 10/	rt Date 15/12	End Date 10/21/12	<u>Weekdays</u> - TWTF	Spots/Week 4	Rate \$800.00	Rating 0.00							
Spot Ch	Date Ra	inge D	escription		/End Time		_	/eekdays	_		Rtg Type		
	10/15/12 9 MG 26		1-F 630pm-7pm	630p	om-7pm		- '	TWThF	-	:30 <del>(\$800.00)</del>	0.00 <i>NM</i>		
		*	nge preempt rv 9/6										
_	10/16/12 for 12.6	2-10/16/12 P ,26.2	rime News	8p-9	р		- "	Γ	-	:30 \$750.00	0.00 NM		
7 KNXV		2-10/16/12 P	rime News	8p-9	р		= [	Γ	-	:30 \$750.00	0.00 NM		
Week: 10/2		10/28/12	M	1	\$800.00	0.00							
	Date Ra		escription		/End Time		<u>W</u>	/eekdays	Le		Rtg Type		
		2-10/28/12 N .11,12.12	1-F 630pm-7pm	630p	m-7pm		M-		-	:30 <del>(\$800.00)</del>	0.00 NM		
		*	nge preempt rv 9/7										
			Tuesday Prime A Dancing w/ Stars	CM	7pm-8pm	- T		:30	1	\$8,500.00 FX	0.00 NM	1	\$8,500.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 10/		10/21/12	- T		\$8,500.00	0.00	١٨.	lookdovo	١٥	nath Boto	Dta Tuno		
1 KNXV		2-10/21/12 T	escription iuesday Prime A		t/End Time -8pm		_	/eekdays Г	- <u>Le</u>	ngth <u>Rate</u> :30 <del>(\$8,500.00)</del>	Rtg Type 0.00 NM		
	<i>MG 27.</i> due to p		nge preempt rv 9/6										
2 KNXV	10/15/12	2-10/21/12 T	uesday Prime C		-10pm		- [	Г	-	:30 \$8,500.00	0.00 NM		
(M) MG	for 27.1	10/16										1	



Contract / Revision 299978 Flight Dates 10/16/12-10/22/12 Hiatus Dates

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Advertiser DCCC Product Democratic Congressional (Estimate # 1194

				<u>Totals</u>
Ln Ch Start End Inventory Cod	e Break Start/End Ti	me Days Len	Spots Rate Pri	Rtg Type Spots Amount
N28 KNXV 10/18/12 10/18/12 Thursday Prim Private Practic		T :3	0 1 \$4,000.00 P-3	0.00 NM 1 \$4,000.00
Start Date End Date Weekdays	Spots/Week Rate	Rating		
Week: 10/15/12 10/21/12 T	1 \$4,000.00	0.00		
Spot Ch Date Range Description	Start/End Time	Weekd	ays Length Rate	Rtg Type
1 KNXV 10/15/12-10/21/12 Thursday Prime C	9pm-10pm	Th-	::30 <del>(\$4,00</del> 0.00)	0.00 NM
See MG 28.2				
[Private Practice airs on Tuesdays. Thu	sday 9-10pm is Scandal. jtaylo	or 7/27/12]		
2 KNXV 10/15/12-10/21/12 Thursday Prime C	9pm-10pm	Th-	:30 \$4,000.00	0.00 NM
⊕ MG for 28.1 10/18				

\*Tax 1 Note: Tax 0.5%. Totals 85 \$66,025.00